
An Approach to implementing Website Notices

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1. Introduction

This is a description of one particular approach to providing a comprehensive set of legal notices for a deployed website.

This approach involves using a definitive primary notice covering the entire website, and a number of secondary notices associated, or embedded, with specific materials in the website. Each secondary notice describes, augments and refers back to the primary notice.

The logistics of the approach are described, along with annotations of the notices used on a deployed website.

While the author has some legal training, this work is offered on an "as is" basis, for which you use at your own risk. The work is a synthesis of (a) analysis of a large number of website notices, (b) literature on website legal issues, (c) author's professional training in intellectual property law, and (d) author's background in technology and operation of deployed website.

2. Issues with website notices and terms of use

The notice for a website is an important artifact in stating the conditions of use for a website – allowing parties to understand permitted activities, consequences of use, and other aspects of the relationship between the party and the website. As a relatively new technology, the approaches to providing notices, and the contents within such a notice, are not well established.